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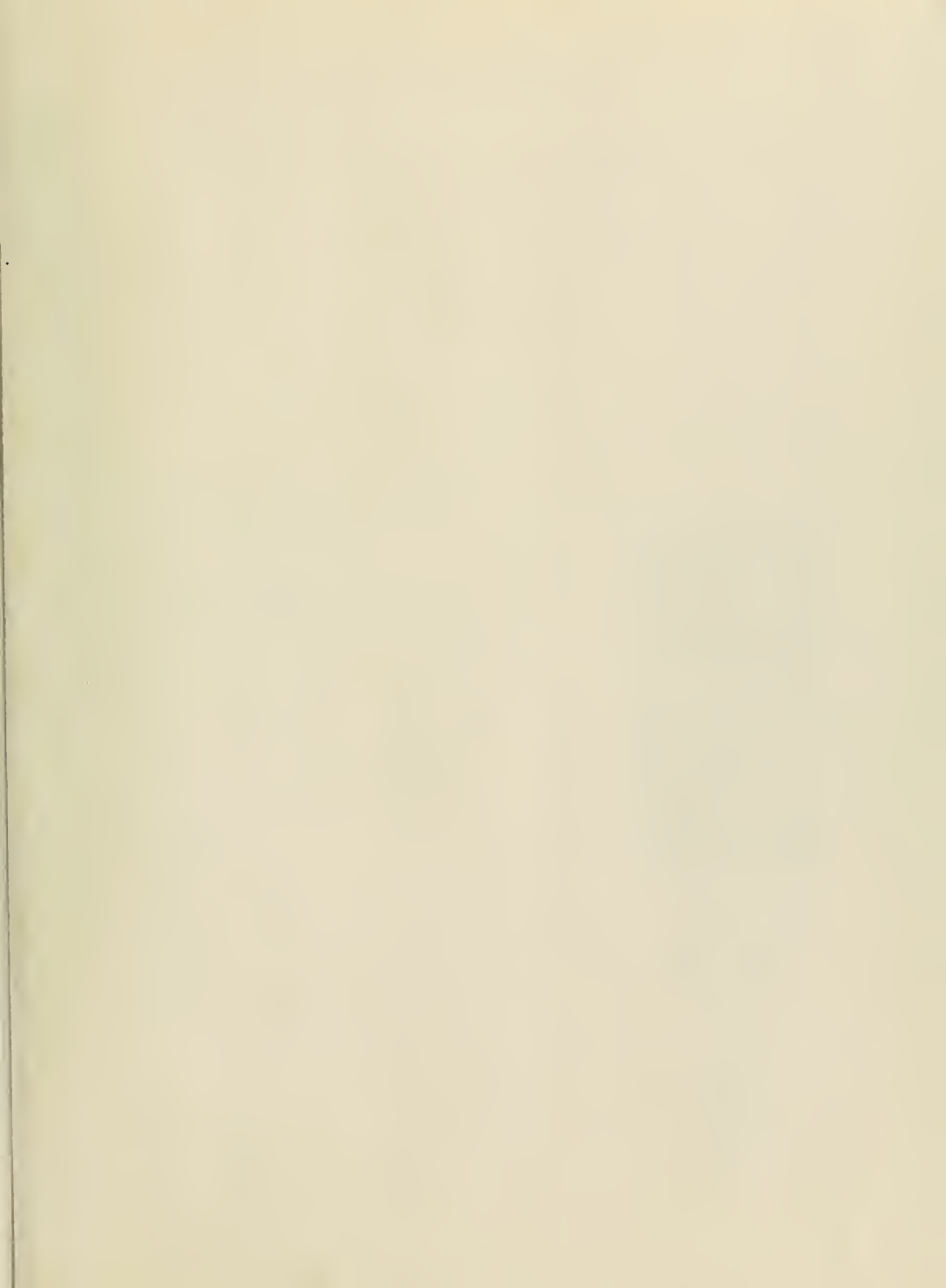
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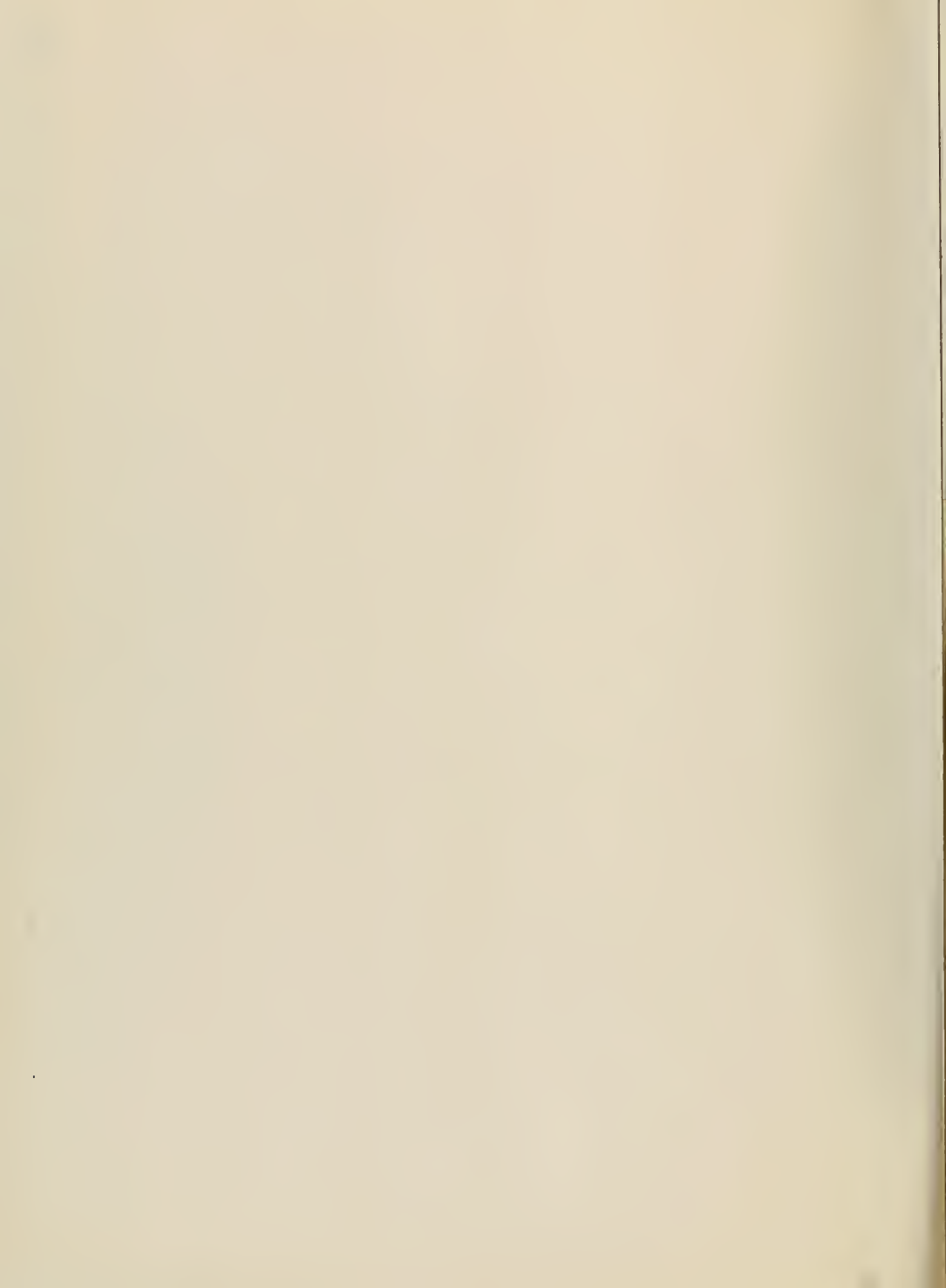
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San Francisco
Redevelopment
Agency
ANNUAL
REPORT
1964

CITY AND COUNTY OF SAN FRANCISCO

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Jack Morrison

George R. Moscone

Peter Tamaras

May 1965

SAN FRANCISCO REDEVELOPMENT AGENCY

Everett Griffin, Chairman

Walter F. Kaplan, Vice Chairman

James A. Folger

Lawrence R. Palacios

Stephen Walter

M. Justin Herman

Executive Director

Cover Photograph:

Terba Buena Center model, detail illustrating the break through from the Market Street transit mezzanine across plaza-topped garages to entertainment and business buildings.

Planning Consultants: Livingston and Blaney

Photo: Karl H. Riek

The San Francisco Redevelopment Agency is an instrumentality of the State of California. It works on behalf of and under the policy direction of the City and County of San Francisco. It uses for this purpose federal funds received from the Housing and Home Finance Agency's Urban Renewal Administration and contributions, mostly in the form of public works and facilities, from the City and County of San Francisco.

The Members of the Agency are private citizens appointed by the Mayor as the governing body of the Redevelopment Agency. Their positions in private life are:

Everett Griffin, President, Griffin Company

Walter F. Kaplan, Secretary-Treasurer,

Emporium Capwell Company

James A. Folger, Chairman of the Board,

Folger Coffee Company

Lawrence R. Palacios, President Local 27,

Vice President International Union of the Laundry, Dry Cleaning, and Dye House Workers Union

Stephen Walter, Executive Vice President,

D. N. & E. Walter and Co.

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Introduction

Redevelopment Activities and New Goals—Substantial construction under way and in use during 1964 in three redevelopment areas took the City's program out of the promissory stage and into the delivery stage. The year 1964 was one in which the City set higher sights on what redevelopment can do for San Francisco. Based on the City's experience with redevelopment, new plans and programs were undertaken. The needs of citizens and businesses and of the market for different land uses were examined. Design standards and entertainment facilities were also studied.

Out of this examination of goals and techniques, the City and the Redevelopment Agency developed proposals for new undertakings to improve San Francisco as a place to live and work.

It is clear that the redevelopment program must move forward concurrently on two fronts: social and economic — including the achievements of good design. Keeping the best possible balance between these objectives is the responsibility of the City and Agency governing bodies, which must make policy decisions on changing emphases in the program and reconcile the demands of competing interests.

New Assignments and Expectations—At its inception the purposes of redevelopment had a narrow focus: redevelopment was to clear slums,

provide good housing in sound neighborhoods, and maximize employment and production by opening investment opportunities for private industry.

Today additional responsibilities are assigned to redevelopment. It is now expected to provide a balanced housing supply in a range of housing costs, referral services for social assistance, increased minority opportunities in housing, community facilities of all types, increased jobs and taxes, entertainment facilities, industrial expansion, and outstanding neighborhood design. In addition, rehabilitation of existing structures is receiving higher priority, as is historical preservation. Since residents of low income are concentrated in blighted areas selected for renewal, it is understandable that the City should decide to relate the new antipoverty program to the renewal process in such areas.

Restrictions in Federal Financing—The pace of Agency operations was retarded at the end of the year by restrictions in the availability of Federal funds for projects having a residential reuse and not under contract for execution. Such restrictions were imposed pending clarification of the question whether such Federal funds could be made available in view of the adoption by the electorate in November 1964 of Proposition 13. This Proposition sought to nullify and prevent all State and local legislation which limited the rights of individuals to sell, rent, or lease their property to whomever they choose. Federal laws concerning the use of Federal funds may be in conflict with this amendment to the State Constitution.

Despite this restriction in the flow of Federal funds, there was much progress made in 1964 in both rebuilding and in planning for the future. The first section of this Annual Report outlines what plans for progress were developed. The second section reports on the progress made in the areas already under redevelopment.

PLANS AND PROGRAMS FOR PROGRESS

The redevelopment plans completed or being prepared for new areas of the City are shaped in part by the experience of the Agency gained in getting projects built. These plans also reflect the objectives of the City established after consideration of the views of citizens and neighborhood groups, businesses, and individuals.

Many of the refinements in the redevelopment program described in the introduction to this Annual Report will be found incorporated in the plans for additional redevelopment activities set forth in this section. New legislation at the local, State and Federal levels has made possible many improvements, but as a result of the experience of San Francisco and other communities, additional legislation will be formulated as new needs and refinements are identified and accepted at these levels of government.

The year 1964 did not involve relocation of families and businesses displaced by the redevelopment process. Relocation had been virtually completed in the three projects presently under development. However, plans for future relocation activities were developed during the year. The expansion of housing choices both inside and outside redevelopment areas has received its greatest emphasis in the history of the Agency. This emphasis included measures to reduce the cost of housing as a major contribution to the removal of racial barriers in housing.

There was an increasing concern about the economic base of San Francisco. Although the Agency's activities are limited to small areas of the City, redevelopment has an impact on the entire community. To increase even further the benefits of redevelopment to San Francisco, during 1964 the Agency strengthened and augmented its business development activities and established closer ties with the Greater San Francisco Chamber of Commerce.

Yerba Buena Center is the Agency name for 87 of the 156 acres in the South of Market Redevelop-

Yerba Buena Center

ment Area designated as seriously blighted by the San Francisco Board of Supervisors. This project, since it is predominantly nonresidential in its prospective reuse, technically was not affected by restrictions on Federal funds resulting from the passage of Proposition 14 and imposed on other projects in planning.

The area within Yerba Buena Center, bounded generally by Market, Hawthorne, Harrison, and Fifth Streets, has long been identified as San Francisco's skid row. Congested alleys, vacant land, and empty, inefficient buildings all contribute to an atmosphere of blight and decay.

The area was first designated as blighted by the Board of Supervisors in 1953. However, in 1958 the designation was rescinded at the request of property owners to permit private redevelopment to take place without a public foundation. The private effort alone was unsuccessful and the area was again designated for redevelopment in December 1961. At that time the San Francisco Redevelopment Agency was

instructed by the Board of Supervisors to prepare a plan for revitalizing the area.

Early in 1964 a public announcement of the Yerba Buena Center plan proposal was made by the Mayor's South of Market Development Committee. Following the announcement, a number of important meetings were held with interested citizens and groups and every aspect of the Yerba Buena Center proposal was thoroughly discussed. Late in 1964 a group of prominent San Francisco community leaders toured redevelopment projects in four eastern cities to examine sports, entertainment, and business facilities similar to those proposed for Yerba Buena Center. The tour also evaluated the influence of such facilities on surrounding areas. The consensus of Agency representatives of the tour group was that the provision of entertainment facilities does have a positive influence on surrounding areas and that such an experience would occur South of Market following the development of Yerba Buena Center.

In the fall of 1964 the Planning Commission approved a Preliminary Plan which would accommodate the Yerba Buena Center plan proposal. In December 1964 the technical elements of the plan were submitted to the Federal Housing and

(continued page 3)



Yerba Buena Center model: view toward Market Street from industrial area

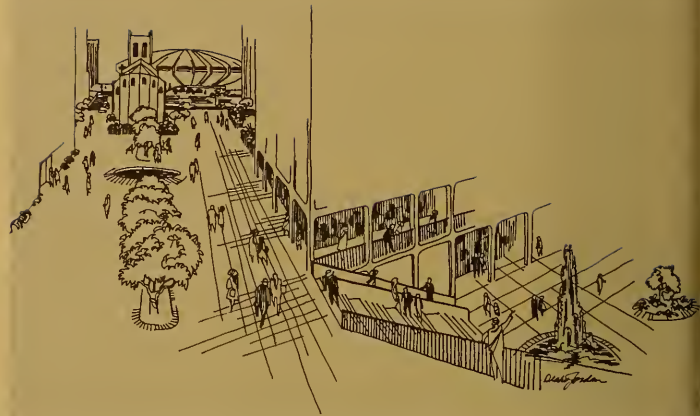
Planning Consultants: Livingston and Blayney
Photo: Karl H. Riek

Yerba Buena Center continued

Home Finance Agency for a review. After completion of the review by HHFA, the extent of Federal participation will be known and the Yerba Buena Center proposal will be resubmitted to the Members of the Redevelopment Agency and the Board of Supervisors for public hearings and consideration.

The Yerba Buena Center plan proposal at the end of 1964 looks to the development of an entertainment complex including a sports arena-convention center, two commercial theaters, and a museum. With such attractions in well-designed surroundings, it is expected that an appropriate environment for extensive private investment in the balance of Yerba Buena Center and the surrounding South of Market area would be created. The Yerba Buena Center should then contribute to the revitalization of the surrounding area and improve the City's economic health, employment opportunities, and tax base.

A major objective of the Yerba Buena Center plan proposal is to overcome the Market Street barrier and link the area with the downtown retail and financial districts. To accomplish this, the plan creates a wide pedestrian mall leading from Market Street, opposite Grant Avenue, to Mission Street. A pedestrian bridge over Mission Street provides direct access to an elevated plaza where a variety of facilities will be located. Elevating this plaza will create an entirely new



Schematic rendering of proposed mezzanine to transit, connecting Yerba Buena Center and the Powell Street Station.

Drawing: Drake Jordan

environment in the area and make possible a highly desirable separation of pedestrian and vehicular traffic.

Theaters, a museum, and other entertainment facilities may be located on this plaza. The theaters are vitally needed in San Francisco. The existing downtown commercial theaters are old and under constant threat of replacement by new uses. A museum would serve a large public and, in addition, may offer unique educational opportunities.

Commercial and business service structures, occupying several sites grouped on and around the plaza, will make a strong economic contribution in support of the downtown district.

Multilevel parking structures beneath the plaza and in interior block sites are proposed for the convenience of businessmen and shoppers in the project area and downtown.

A large part of the area to the south of Howard Street will be devoted to business services and light industrial uses which can benefit substantially from a location close to the City's business core.

Yerba Buena Center offers San Francisco a unique opportunity to provide much needed entertainment facilities and to transform dramatically the character and public image of one of the City's most blighted areas. This combination of reuses would provide positive and effective means of eliminating the present stigma of decline and blight and of restoring the area to valuable and intensive use. Each of the proposed facilities is highly desirable for the achievement of San Francisco's maximum potential as a great entertainment and business center. Yerba Buena Center is an opportunity which San Francisco cannot afford to disregard, but its realization will depend to a large extent upon how much support the City government and community leaders will give to the proposals.

Western Addition Area A-2

During 1964 the Redevelopment Plan for Western Addition Area A-2 was adopted by the Agency Members and the Board of Supervisors.

The public hearings, reviews, studies, revisions and approvals were lengthy and thorough, and of course created delays in bringing redevelopment benefits to San Francisco.

However, these delays in themselves are evidence of the democratic process of government at work, permitting the closest scrutiny by public officials and the public itself of the proposals prepared by the Redevelopment Agency. The steps of the redevelopment process are a guarantee of the protection of individual and group rights. The discussion of Agency proposals benefited the program which finally evolved.

The approval of the Redevelopment Plan by the Agency, the Board of Supervisors, and the Mayor was the last local step required to place the Plan in execution. The remaining step is the signing of a contract with the Housing and Home Finance Agency to obtain the loans and grants required to carry out the Plan for the area. This has been delayed by HHFA until a clarification is obtained on the applicability of

Proposition 14 to redevelopment (See Introduction).

HHFA has no reservations about the validity and soundness of the Redevelopment Plan for this area. The problem is with Proposition 14. Dr. Robert C. Weaver, Administrator of HHFA, has said in his book published in 1964, *The Urban Complex*:

"Just as this was written, a local public agency announced a project in San Francisco that was controversial and, at the same time, exciting . . . The proposed new urban renewal project in the neighborhood is much larger and more significant than the first . . . Here is an example of what can be done to minimize dislocation, provide a stable pattern of biracial living, and achieve a degree of economic diversification under urban renewal . . . These two proposed redevelopments (referring also to a New York project) represent a prototype of the potential of urban renewal to make a positive contribution toward the establishment of democratic housing patterns. They present a challenge to the program and to the cities of the nation."

On the controversial question of relocation, Dr. Weaver on another occasion wrote:

"The relocation plan for the project is based on exhaustive studies conducted over a period of more than a year, and HHFA specialists have concluded that the resulting plan is a feasible solution to a difficult and complex problem."

It was through careful study and close contact with the community that such a project was developed. It did not just happen. A major effort in community relations was undertaken with the opening of an Agency office in the heart of the area in 1962. Many meetings were held with individuals and groups from the area for the purpose of exploring citizen viewpoints. Exten-

sive distribution of information brochures in the area was an effective means of communication. Many brochures, letters, and pamphlets on this project have been distributed in the community. No group has been too small or too large for information exchange with the Agency.

The principal objectives of the Redevelopment Plan for this predominantly blighted area of the City are briefly set forth below:

1. Provision of 1,400 units of moderate-priced private housing, 800 units of housing for the elderly and 200 units of scattered public housing.
2. Provision of the maximum rehabilitation feasible while keeping housing costs down.
3. Carrying out of relocation program to minimize hardships and inconveniences and to maximize opportunity for choice in new housing.
4. Provision of special social programs to assist residents to become more self-sufficient.
5. Execution of the project over a five-year period with a reasonable phasing program for displacement and re-establishment of households and businesses.
6. Development of sound and attractive residences and neighborhoods.
7. Restoration of economic and social health to the area largely through private actions.
8. Provision of new business opportunities in such areas as the Fillmore Center and the Nihonmachi.
9. Provision of adequate time and suitable relocation alternatives to major businesses to be displaced.
10. Improvement of traffic pattern and flow.
11. Improvement of the economic and tax base of the area.

Although at one time the State law prohibited low-rent public housing in redevelopment areas, the law was changed in 1961. A new experimental approach will be used for scattering 200 units throughout the area in new structures and possibly in rehabilitated older structures. In addition, the Redevelopment Agency has been asked to assist the City in finding sites for senior-citizen public housing and the area is being explored for sites for such housing.

Rapid Transit Corridor Study

Expenditure of nearly a billion dollars in the Bay Area for a rapid transit system will have major impacts on San Francisco. The Board of Supervisors recognized that the transit system under Market and Mission Streets provided an opportunity to bring into action other means of upgrading the areas of the City along the rapid transit route. The Board of Supervisors therefore requested the Redevelopment Agency to determine to what extent renewal activities might be coordinated with the rapid transit system, and the Board directed the Agency to apply for Federal funds to conduct the study.

The application for Federal funds was submitted early in 1964, and a contract for the advance of funds for the study was signed later in the year. (The study began in January 1965 as a joint effort with the Department of City Planning.)

Encompassed within the study area are those neighborhoods which adjoin the routing of the rapid transit lines along Market and Mission Streets. Major neighborhoods included are Chinatown, South of Market, Eureka Valley, the Inner Mission, and Bernal Heights. The Board of Supervisors has directed the Redevelopment Agency to give high priority to the Inner Mission area. (In early 1965 the Board of Supervisors also asked the Redevelopment Agency to formulate a program for establishment of a Chinese Cultural and Trade Center on the old Hall of Justice site.) Within the large neighborhood areas the study will identify specific problem areas for possible renewal treatment, with emphasis on rehabilitation and conservation. No detailed planning of specific projects or treatment of areas will be undertaken in any areas without the further approval of the Board of Supervisors. Information gathered in the study will permit the Mayor, the Board of Supervisors, the Redevelopment Agency, and the Planning Commission to work closely with the neighborhood associations to decide whether specific renewal projects will be planned and carried out. The study will also establish when such renewal efforts might be undertaken and in what order.

The Rapid Transit Corridor Study will be closely coordinated with the Community Renewal Program and with the plans and work of the Bay Area Rapid Transit District. A close working relationship with the neighborhood associations



along the rapid transit line is designed to provide a unique opportunity for community involvement in developing a recommended action program.

Construction of the portion of the rapid transit system to be built in San Francisco is scheduled to start in 1966. An accelerated study schedule is essential to insure the maximum benefits from the coordinated planning of renewal with the transit system.

Hunters Point

The homes of 1,800 San Francisco families at Hunters Point must be demolished by 1970 according to State law. These homes are temporary war housing units built during World War II and today have deteriorated to the point of being substandard, blighted, and overcrowded. Environmentally as well as physically the area is a substandard neighborhood.

The housing scheduled for clearance is located on the Hunters Point Ridge north of the San Francisco Naval Shipyard. This is considered a prime residential site because of its location and weather. It was saved during 1964 from being bisected by a freeway as a result of the concerted opposition of the area residents, the Mayor's Office, the Board of Supervisors, and all City departments and agencies concerned. A route acceptable to the community and the City was finally approved by the State Highway Commission.

Early in 1964 the Agency submitted to the Federal Government an application for planning funds to determine the best way of relocating the families and rebuilding the area. Its goal is to create opportunities and choices of good housing for the residents, to ease the hardship and inconvenience to families to be displaced, and to rebuild the area in a way beneficial to the present residents and the rest of the community.

The Agency has tentatively programmed 1,700 units of moderate-priced private housing for the area. Another 600 units are proposed in other price ranges. This mixture of housing in different price brackets is responsive to a directive to the Agency from the Board of Supervisors. In addition to the new housing, the area will be provided with new community facilities to serve the residents.

During the preparation of the application for planning funds close contact was maintained between the Agency and the citizens of the area, represented by the Bayview-Hunters Point Citizens Committee. In fact, the proposals to redevelop the area became a means for strengthening citizen participation in the neighborhood groups in the area. Citizen participation in the redevelopment process will continue once planning activities are undertaken. An information exchange program similar to that developed in Western Addition Area A-2, involving the residents themselves, will be established. Information will also be distributed on the services and assistance the Agency will offer to residents before and during relocation.

Because the financing for this project by the Federal Government is more restrictive than that for other projects, regardless of Proposition 14 problems, the Redevelopment Agency recognized that it faced unusually difficult problems in bringing down the cost of housing in this area.

At the close of 1964 planning had not started because practical ways of proceeding in the light of restrictions of Federal funds after passage of Proposition 14 had not been resolved.

PROJECTS AND PROGRESS

The preceding section describes the proposals and plans for what redevelopment can do in areas of the City where the work of redevelopment has not yet begun. This section contains information on what redevelopment is accomplishing for all to see. The three areas presently under construction and in use clearly show that plans do become reality.

There are large private investments being created in San Francisco by redevelopment. By the end of 1964 private investment in the three projects under development was:

Western Addition Area A-1	\$30,000,000
Golden Gateway	\$17,000,000
Diamond Heights	\$14,000,000

Total \$61,000,000

Private investment will ultimately rise to an estimated \$370,000,000 in these three areas.

This large investment in turn is reflected in tax increases to the City. The following chart shows graphically the pattern of the temporary fall and subsequent sharp increase in assessed values due to redevelopment in the three projects under development.

During the 1964-65 tax year these three projects, constituting less than 2 percent of the City area, contributed over 11 percent of the increase in assessed values that occurred in San Francisco for that year.

Aside from the other benefits of private investment, it is estimated that private investment in redevelopment areas through 1964 has created over 6,000 direct man-years of construction work.

When complete, about 6,770 units will have been constructed within these three areas, representing a net increase of over 1,200 residential units above the number of units in the three areas prior to redevelopment.

The Agency has made 134 conveyances of land and has 40 parcels under contracts for conveyance. These sales in total involve 5,900 residential units and 1,565,000 square feet of commercial and institutional space for development.

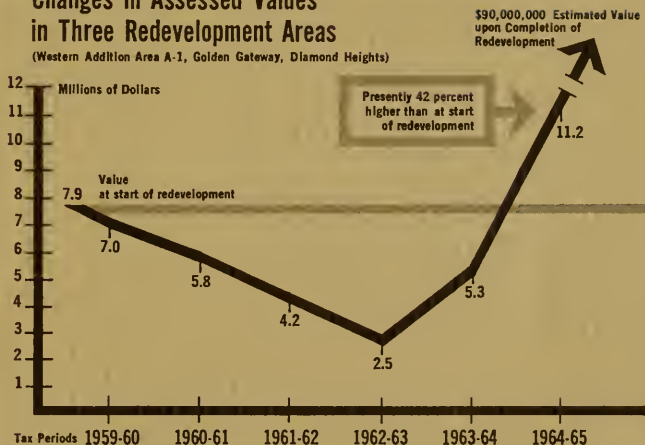
The 1964 year marked a change in Agency policy on land sales away from auctions and sealed

bidding procedures and a shift to greater emphasis on sale of land at fair values announced prior to sales. Competition will be confined more clearly to quality of design, amenities, and developer capacities.

Following are brief descriptions of progress made in each of the three projects under development.

Changes in Assessed Values in Three Redevelopment Areas

(Western Addition Area A-1, Golden Gateway, Diamond Heights)



Source Material: Records of the Assessor, City and County of San Francisco
San Francisco Redevelopment Agency

Western Addition Area A-1

All of the land in this area had been sold or committed for sale by the end of 1964. During the year arrangements were completed to transfer the last two sites to the Golden Gate Kindergarten Association and the U.S. Post Office.

Of the 31 developers involved in this project only six, including the two above, have not yet started construction. Along with the physical progress in the area during the past year, the neighborhood began to take on the characteristics of a community. St. Francis Square Apartments and the Laguna Heights Corporation, both cooperatives, elected officers and began the management of their own developments.

Sales were begun during the year on a new 19-story cooperative apartment building, The Carillon. Cylindrical in design, it added a new look to San Francisco's skyline.

The Midtown Park development was completed and partially occupied during the year.

Two housing developments for the elderly started construction during 1964. At the end of the year Jones Memorial Homes, Inc. was nearing completion of its 32 apartments and had its first occupant in December. Martin Luther Towers Inc. began construction of its 120-apartment development and administrative and community center building during the year.

The Kaiser Foundation Health Plan placed its new clinic building and parking garage in full use. The new buildings, with 260,000 square feet of floor area, provided 77 new beds, 111 new offices for physicians, and parking for 400 cars. Total investment amounted to \$5,500,000.

Public improvements in the area contributing to a better community life in San Francisco were under way. Overhead utility lines came down as the underground service was put in operation. Also completed was a major portion of the new street lighting and the street tree planting program. Construction started on the Raymond S. Kimbell Playground and final steps were taken to permit work to begin on the new branch library early in 1965.

Building permits were being approved in connection with the Japanese Cultural and Trade Center and public parking garage. This reflected



"Roundstone" of The Carillon identifying contributing agencies and symbols, reading clockwise: United States, the Urban Renewal Administration and the Housing and Home Finance Agency; the Lion of St. Mark; design from the San Francisco Redevelopment Agency's official seal; and the dove of peace.

Sculpture: L. Bocci and Sons
Photo: Skelton Photography

Photo: Aereo Photographers.



The Carillon: cooperative apartments sponsored by The Carillon Apartments of San Francisco, Inc. Architect: Donald Powers Smith, AIA.

the completion of construction drawings and accompanied the final arrangements on financing.* Groundbreaking for the Center and garage was scheduled for early 1965.

The design of St. Mary's Cathedral was further refined. Pietro Belluschi and Pier Luigi Nervi

continued to work on the design with the local architects, Angus McSweeney, Paul Ryan, and John Lee. The transfer of land to the San Francisco Archdiocese was arranged to take place early in 1965 to permit early construction of the rectory, convent, and high school, which form part of the Cathedral complex. Work on the Cathedral itself may begin as early as 1966.

*The Board of Supervisors approved on February 1, 1965 revised financing for the public parking garage to be operated beneath the Center.

Photo: Kaiser Graphic Arts.



Laguna Heights: Cooperative apartments. Architect: Claude Oakland, AIA
Developer: Eichler Homes.

Photo: Karl H. Riek



St. Mary's Cathedral (model)

Architects: Pietro Belluschi, Pier Luigi Nervi, McSweeney, Ryan, and Lee, AIA

Golden Gateway

During the last year the first phase of an outstanding project which had been envisioned for several years was largely completed, achieving a beautiful and functional urban environment. This, of course, is the Golden Gateway Center residential development. Three tower buildings containing 756 apartments and 38 maisonettes or townhouses were nearing completion at the end of the year.

While rentals were proceeding well on these dwelling units, the developer started construction of another 400 apartments and 20 maisonettes. When completed, the total residential development will contain 2,191 dwelling units, all located above the two-story base structures used for parking and shopping facilities. The two-story base structures of the residential and commercial blocks will all be interconnected by pedestrian overpasses above the streets.

Sidney G. Walton Square, a privately built park, was completed to serve the residents and the neighborhood. The focal point of this park is the fountain designed by Francois Stahly, completed during 1964. Other works of art in the first phase of the Golden Gateway include sculptures by Seymour Lipton, Jacques Overhoff, Alvin Light, and Duane Faralla; paintings by David Simpson and Keith Boyle; and a mosaic panel by Mark Adams.

(continued page 9)

What ever happened to the produce merchants who had to be displaced to clear the blighted area and make way for the Golden Gateway Center?

The following is an excerpt from the minutes of a recent meeting of the Executive Committee of the Wholesale Fruit and Produce Dealers Association concerning the new produce terminal at Islais Creek in San Francisco:

"It was noted by President Frank Lynn what a great difference a year makes. Each member of the Committee recalled the dismal prospects which faced them when they were advised that the produce market would be moved from its old Washington Street location. Many hurdles were overcome, due to the cooperation of the City of San Francisco and the fairness extended by the Redevelopment Agency in the relocating of all of the property owners and merchant tenants at the old Washington Street site. The relocation operation and complete building of a brand new produce terminal within a year far surpassed the hopes of even those optimistic that such a job could be done. The result of this massive moving operation has been reports of definite increases in business and profits by all members in our new location."



Golden Gateway Center

Upper left: one of the elevated plazas above street level and shopping facilities.

Upper right: Sidney G. Walton Park with fountain designed by Francois Stahly

Lower left: Townhouses and one of the apartment towers

Lower right: One of the terrace walks

Architects: Wurster, Bernardi and Emmons, DeMars & Reay

Landscape Consultants: Sasaki, Walker and Associates, Inc.

Photo: Dickey & Harlen Studios



The Alcoa Building above a garage being built for 1,300 cars is the first step in the expansion of San Francisco's financial district toward the Embarcadero Plaza.

Developer: Golden Gateway Center
Architects: Skidmore, Owings and Merrill
Photo: Dickey and Harleen Studios

Golden Gateway continued

Final transactions were completed at the end of the year to permit construction to begin in January 1965 on the Aluminum Company of America Tower Building. The tower will rise 25 stories at the end of the newly constructed Embarcadero freeway ramps in the Golden Gateway.

Twenty-four office floors will house 400,000 square feet of column-free office area in an elegantly detailed brown-tinted glass structure. Diagonal earthquake bracing, usually hidden, is revealed in the exterior bronze-colored aluminum structural frame.

The base structure will contain a public parking garage for 1,300 cars. On the roof of the garage at the entrance level to the office building will be large public malls terminating at a restaurant and bank.

Completion of this \$15,600,000 office building and \$4,100,000 parking garage is scheduled for January 1967.

The Agency is continuing negotiations with developers interested in commercial parcels in the

Golden Gateway. To date almost 70 percent of the land in the Golden Gateway has been sold. Four office building sites are available for sale. Brokerage is paid by the Agency in the sale of these sites.

At the end of the year studies were still under way by the City to determine whether a rapid transit station could be built at the corner of California and Market, on the edge of the Golden Gateway. Although it did not appear that funding for such a station could be obtained at present, the Bay Area Rapid Transit District promised to explore the possibility of constructing the subway at this point in such a way as to provide for the addition of another station at a future date.



Preliminary plans were completed for Embarcadero Plaza, a 3½-acre urban park at the foot of the Ferry Building Tower in the Golden Gateway. Designers: Lawrence Halprin and Associates, John S. Bolles, FAIA, Mario J. Ciampi, FAIA. Photo: Karl H. Riek

Diamond Heights

At the end of 1964 the Diamond Heights community represented over \$14,000,000 of private investment. Of all the land in Diamond Heights to be sold for private uses, 60 percent of the land has already been sold or committed for sale. There are 263 residential units completed with an additional 117 under construction in the area.

The land passing into private hands was increased in 1964 by the sale of Fairmount Hill at the southern end of Diamond Heights to private developers and individuals desiring to buy single-house lots. Also the panoramic restaurant site overlooking the Bay and downtown San Francisco was sold during the year. At the end of the year, a sales program was set in motion by the Agency to sell additional land for 160 dwelling units. This sale, plus the sale of single lots for purchases by individuals, will take place early in 1965.

In general, construction in Diamond Heights progressed well. By the end of 1964 the St. Nicholas Orthodox Church was nearly ready for use by its congregation. The \$3,500,000 commercial center was also started with completion scheduled for early 1965, at which time a supermarket, a bank, a post office, a pharmacy, and other service establishments will open in the new neighborhood shopping center.

Final plans for the new Lutheran Church at the corner of Diamond Heights Boulevard and Addison Street were nearing completion by the end of 1964. Construction is scheduled to begin in the early part of 1965.

Preliminary design and planning of a \$650,000 elementary school was started, with construction scheduled to start in September 1965. Architects were selected to design the \$5,500,000 high school for which financing was approved by the voters in the 1964 school bond election.

During the latter part of 1964 only one developer was experiencing difficulties, and the Agency was working with him to effect resumption of construction and sales.

Early in 1964 the Board of Supervisors approved a plan change for the area to permit the construction of 471 units of moderate-priced private housing in Diamond Heights. Design work on these units progressed during 1964.



St. Nicholas Orthodox Church in Diamond Heights

Architect: William F. Hempel, AIA
Photo: George Torgeson



Combined outdoor-indoor living in prize-winning home in Diamond Heights

Architects: Hayes and Smith, AIA
Developer: Galli Construction Co.

Photo: Karl H. Riek

PROJECTED EXPENDITURES AND PROJECT FINANCING (000's)

Items		Western Addition Area 1	Diamond Heights	Golden Gateway	Western Addition Area 2	Yerba Buena Center
Agency expenditures	Total					
Planning, legal & administrative	\$ 10,692	\$ 1,113	\$ 1,521	\$ 1,277	\$ 3,360	\$ 3,421
Real estate purchases & expenses	130,437	14,972	2,143	21,601	56,380	35,341
Site clearance & improvements	15,789	992	4,976	2,484	3,454	3,883
All others	18,104	2,143	892	2,167	6,544	6,358
Total	\$175,022	\$19,220	\$ 9,532	\$27,529	\$69,738	\$49,003
City expenditures—public improvements	42,155	7,091	4,154	6,035	4,190	20,685
Gross project cost	\$217,177	\$26,311	\$13,686	\$33,564	\$73,928	\$69,688
Less: Proceeds from project land	90,728	10,206	12,826	17,003	31,981	18,712
Cash surplus from completed projects	3,496			3,496 *		
Net project cost	\$122,953	\$16,105	\$ 860	\$13,065	\$41,947	\$50,976
Federal project grant	\$ 80,842	\$ 8,615	\$ —	\$ 5,969	\$36,757	\$29,501
City share available	45,607	7,490	4,356	7,096	5,190	21,475
City minimum share	40,984	5,368	287	4,355	13,982	16,992
City (shortage) or surplus	4,623	2,122	4,069	2,741	(8,792)	4,483

* Cash carry-over from Diamond Heights

NOTE: The project costs shown are based on experience from the projects in execution or in advanced planning. Project planning has not yet progressed to the stage of developing firm figures on project costs for Hunters Point or the possible projects in the Rapid Transit Corridor Study Area.

Citizen Participation

American Friends Service Committee

American League of Architects, Northern California Chapter

Apprenticeship of the Sea

Associated Home Builders, Inc.

Baptist Ministerial Alliance

Bay Area Rapid Transit District

Bay Area Urban League, Inc.

Bayview Hunter Point Citizens Committee

Beach Hunters Association

Baker, Washington Community Service Center

Building Owners and Managers Association

Candlelight Community House

Catholic Committee of the Archdiocese of San Francisco

Chinatown North Beach Improvement Association

Community Service Organization

Committee for Civil Unity of San Francisco

District Councils of Western Addition and Hunters Point

Down Town Association of San Francisco

East Mission Improvement Association

Eureka District Merchants Association

Eureka Valley Promotion Association

Family Service Agency of San Francisco

Fillmore Merchants and Improvement Association

Forest Park Property Owners Association, Inc.

The Golden Gate Neighborhood Centers' Association, Inc.

Golden Gate Committee of San Francisco, Inc.

Greater Mission Citizens Council

International Council of the United Presbyterian Church of the United States

International Ministerial Alliance

International Committee of San Francisco

Japanese American Citizens League

John F. Kennedy Service Agency

Journal of California Cities

League of California Voters

Life Time Mission

Market Street Development Project, Inc.

Mission Methodist Parish

Mission Neighborhood Centers, Inc.

Mission Street Merchants Association

National Association for the Advancement of Colored People

Nihonmachi Community Development Fund

Potrero Boosters and Merchants Association

Potrero Hill Home Owners & Residents Council

The Salvation Army

San Francisco Building and Construction Trades Council

San Francisco Chamber of Commerce

San Francisco Conservation Committee

San Francisco Council of Churches

San Francisco Council of District Merchants Association

San Francisco Development Fund

San Francisco Greater Chinatown Community Service Association

San Francisco Planning and Urban Renewal Association (SPUR)

San Francisco Port Authority

San Francisco Program for the Aging

San Francisco Real Estate Board

San Francisco Unified School District

The Society of California Pioneers

Society of St. Vincent de Paul

South of Market Advisory Committee on Commercial and Industrial Development

Southern Promotion Association

Telegraph Hill Neighborhood Association

Travelers Aid Society of San Francisco

United Committee for the Japanese Community

United Community Fund of San Francisco

Upper Market-Eureka Valley Development Association

Upper Noe Neighborhood Council

Visiting Nurse Association of San Francisco

West of Twin Peaks Ministerial Alliance

Westside Health Center

Young Men's Christan Association of San Francisco

Young Women's Christian Association of San Francisco

Youth for Service





